

Support Episode 4

EXPOSING LAWSUIT ABUSE AND STAGED ACCIDENTS

We're proud to announce Episode 4 of our groundbreaking docuseries, **DRIVEN**, which will shine a spotlight on the devastating impact of lawsuit abuse. The episode will feature the true story of past ATA Chairman Randy Guillot's company, which was targeted in a staged accident—later revealed to be part of a sophisticated criminal conspiracy with national reach.

With a gripping true-crime tone, this episode will present the facts in a way that resonates with the public - many of whom are unaware of how the broader climate of lawsuit abuse is affecting businesses, innocent victims, and insurance costs for all motorists.

Through fact-based storytelling focused on the human impact of lawsuit abuse, this episode will set the stage for the American Trucking Associations (ATA) to further explore the myriad policy implications and drive meaningful change. As with our previous episodes, we will micro-target key markets to influence both public opinion and lawmakers. This strategic approach ensures that the message reaches those who can make a difference.

HOW YOU CAN HELP

We're seeking sponsorships to expand the reach and impact of this campaign. Your monetary support will help us produce, distribute, and amplify this critical episode.

3 TIERS OF SPONSORSHIP

\$2,500	\$5,000	\$10,000
---------	---------	----------

- Sponsors contributing \$10,000 or more will receive a comprehensive post-campaign report at the end of 2026 including performance metrics and explainer videos detailing the episode's reach and influence.
- Sponsors in the \$2,500 and \$5,000 categories will have their logo added to our campaign website.
- All monetary support is welcome; the three tiers listed above is where sponsorship benefits will be honored.

If you have questions or want to find the best way to get involved, reach out to us at atasponsorships@trucking.org.



TIMELINE

November 2025

→ *Filming begins*

January 2026

→ *Episode 4 will be released*

Throughout 2026

→ *Supplemental content created and distributed*

Join us in telling this important story and driving change.

Together, we can protect the integrity of the trucking industry and the communities it serves.

STORYTELLING CONTACTS

Nikki Thomas

nthomas@trucking.org

Jeremy Kirkpatrick

jkirkpatrick@trucking.org

Remittance Instructions

Via Mail:
American Trucking Associations
PO Box 201068
Dallas, TX 75320

In Memo Line, please write:
NWT - Episode 4

Via Phone:
Call 703-838-1722 and mention that it is in support of NWT - Episode 4

